

Fig. 1A

Example User/Website Interaction Data
(sorted by user and browsing session)

122		123		124
User	Browsing Session	Interaction Element Identifier		
1	1	I-103		
1	1	I-104		
1	3	I-101		
1	3	I-102		
1	3	I-102		
2	4	I-101		
2	4	I-102		
2	4	I-102		
3	5	I-103		
3	5	I-104		
3	7	I-102		
3	7	I-104		
3	7	I-103		
4	6	I-101		
4	6	I-104		
4	6	I-102		
4	6	I-103		
4	6	I-102		
4	6	I-105		
5	2	I-101		
5	2	I-102		
5	2	I-103		
5	2	I-104		
5	2	I-106		
5	2	I-107		
5	⋮			
5	2	I-149		
5	2	I-150		
	⋮			

Fig. 1B

Example Interaction Element Session Frequency

126		128
Interaction Element Identifier	Sessions With Interaction	
I-102		5
I-103		5
I-104		5
I-101		4
I-105		1
I-106		1
I-107		1
⋮		
I-149		1
I-150		1

Fig. 1C

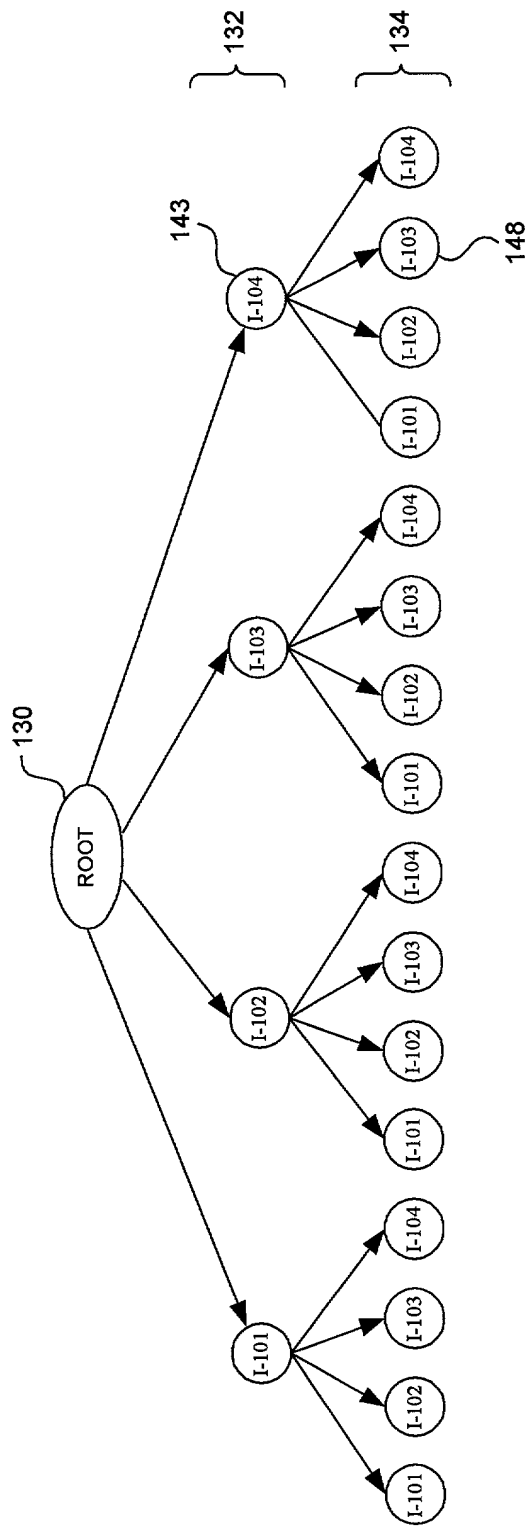


Fig. 1D

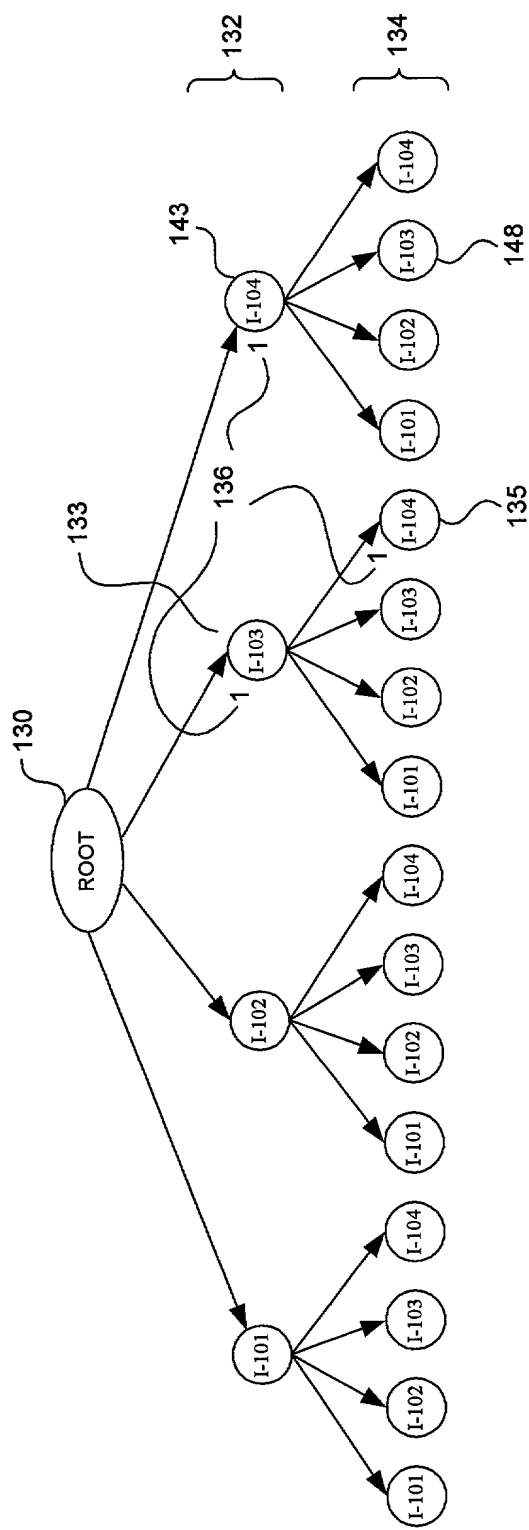


Fig. 1E

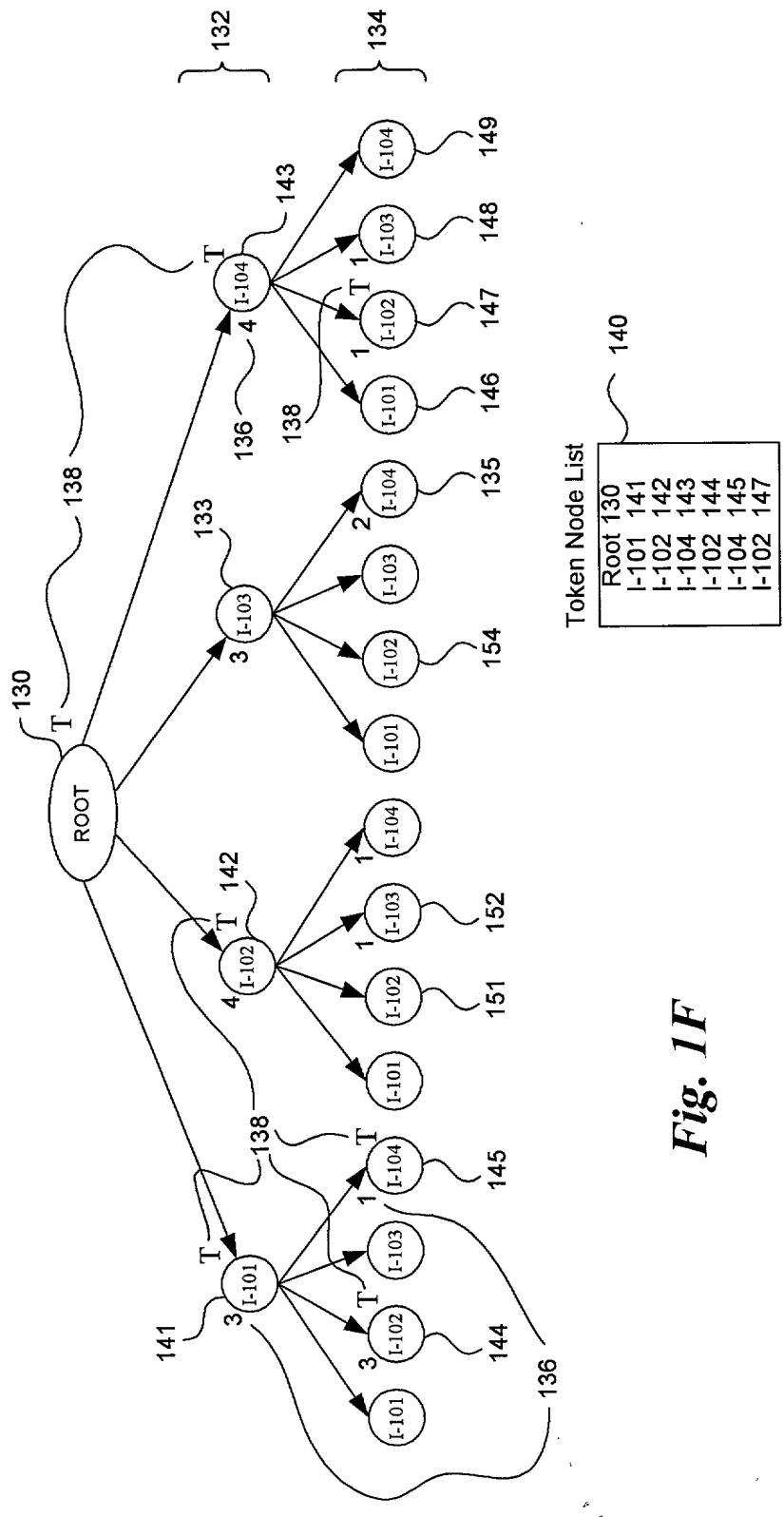


Fig. 1F

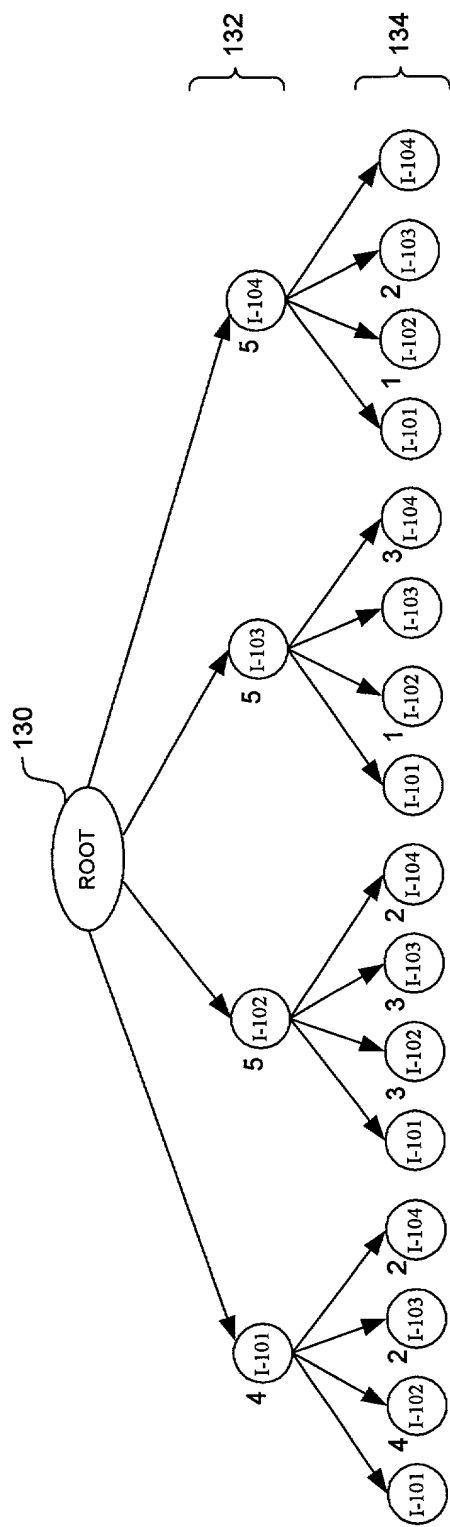


Fig. 1G

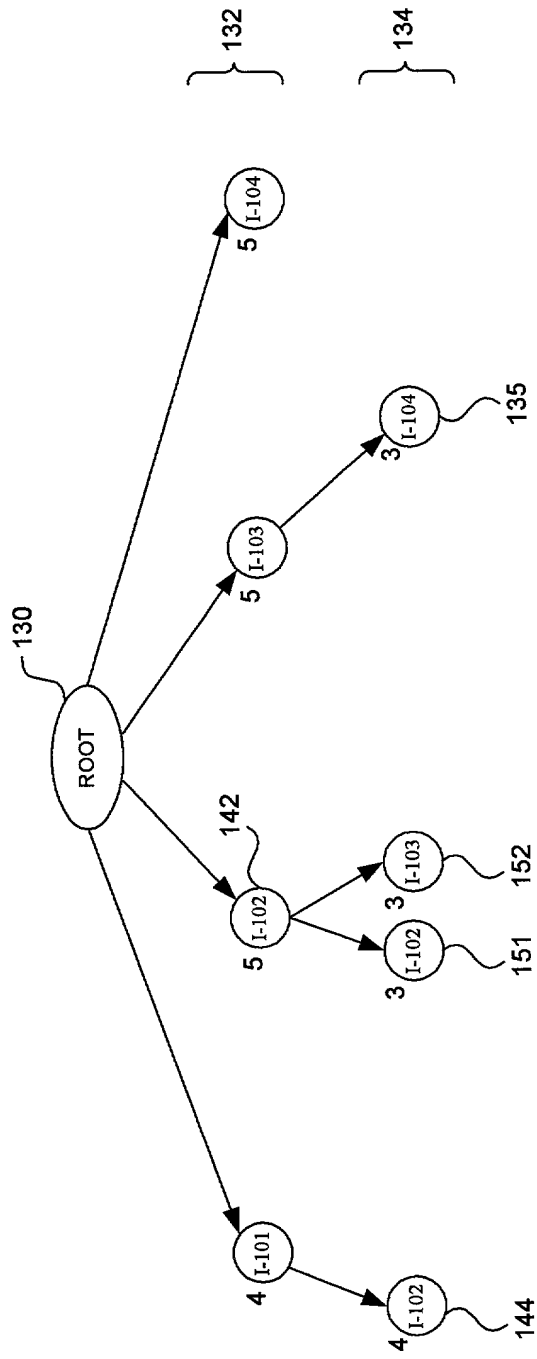


Fig. 1H

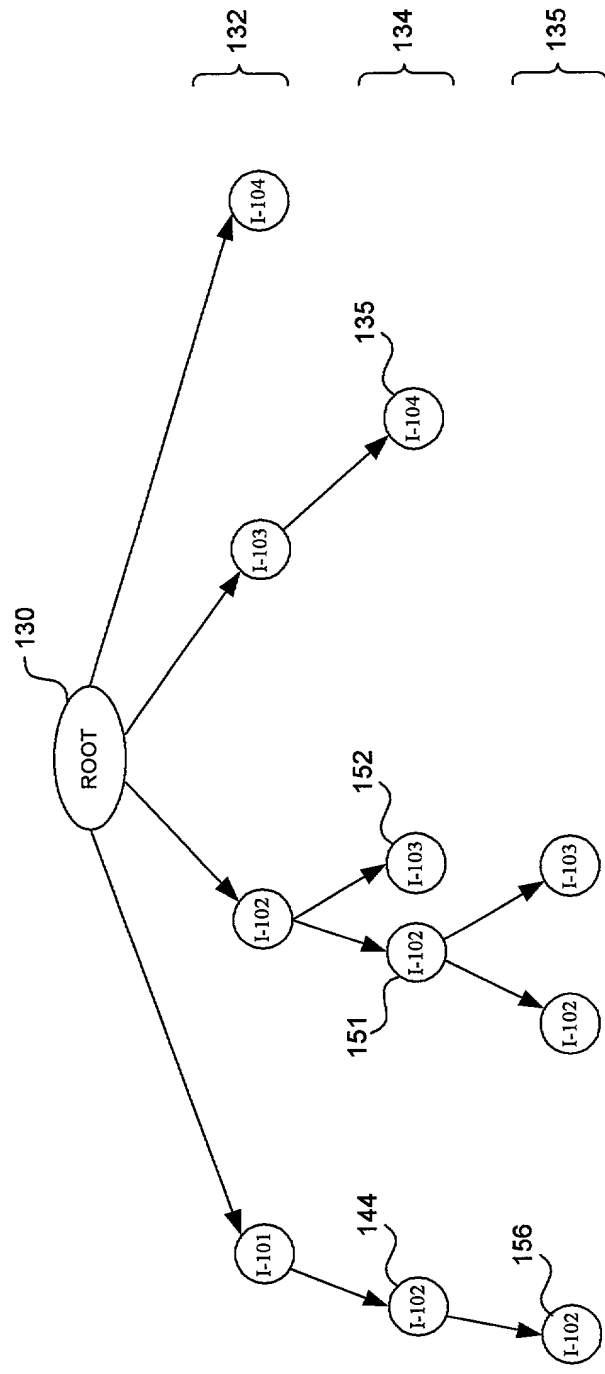


Fig. 11

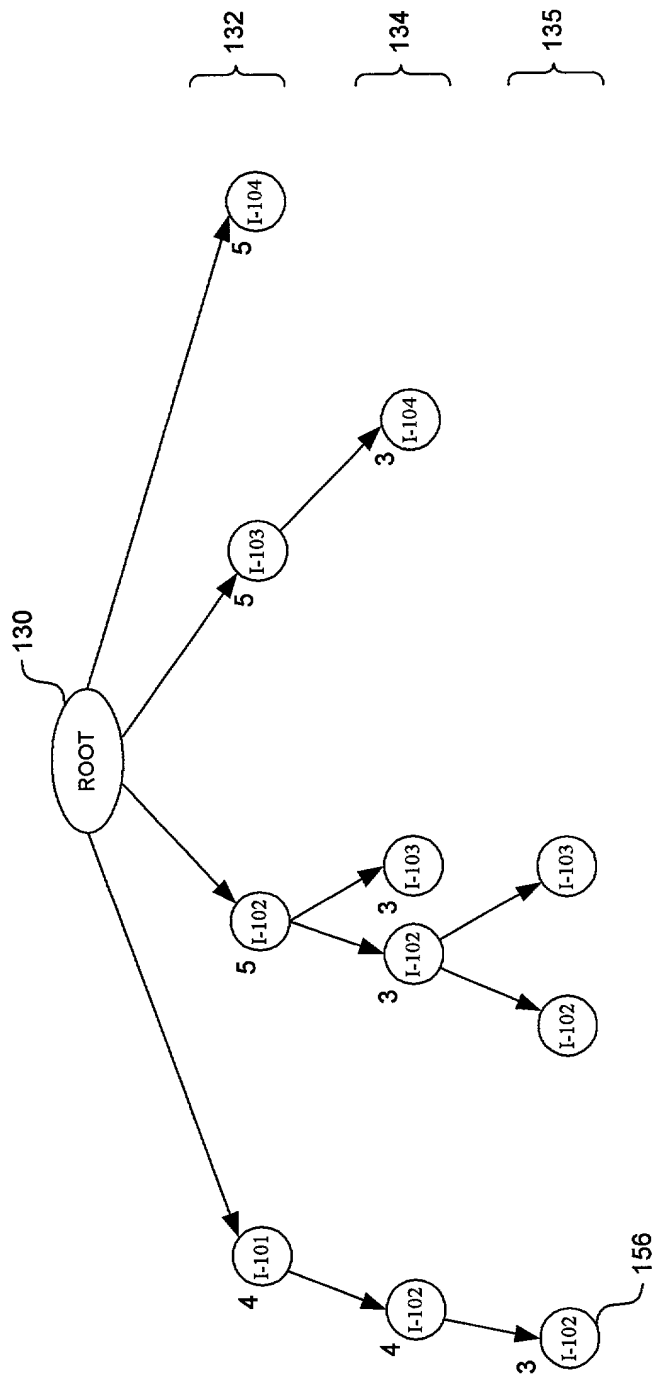


Fig. 1J

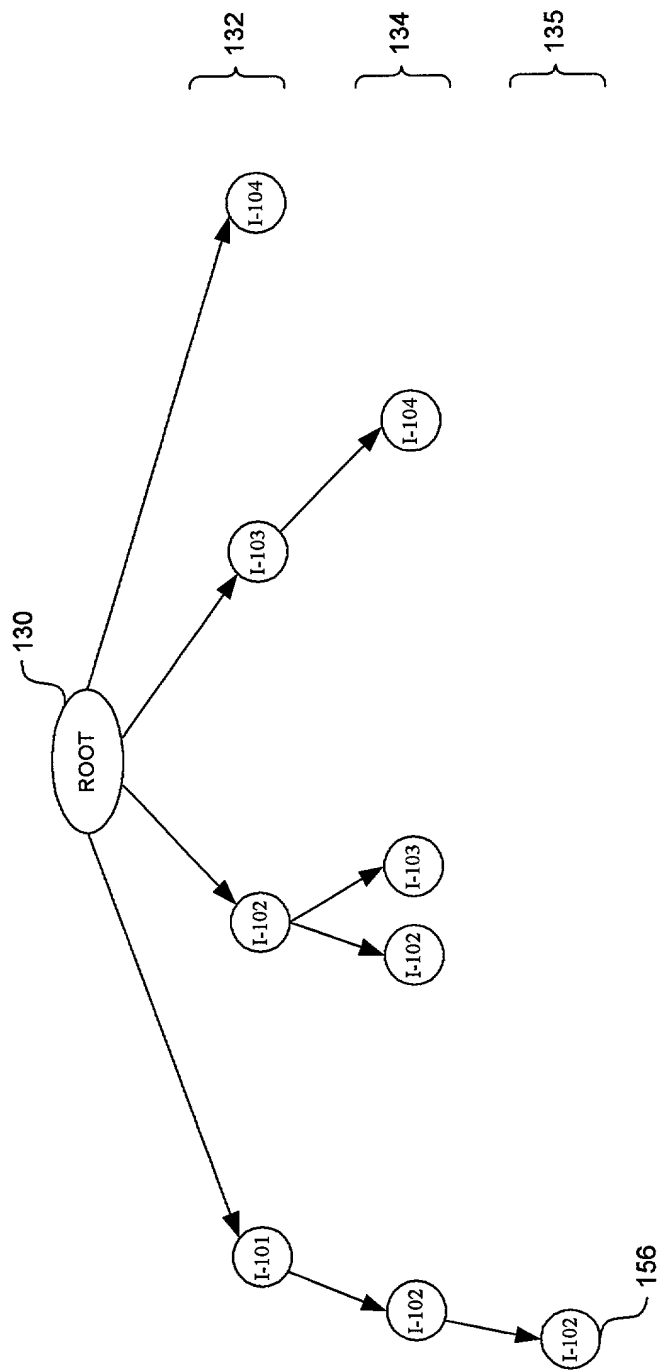


Fig. 1K

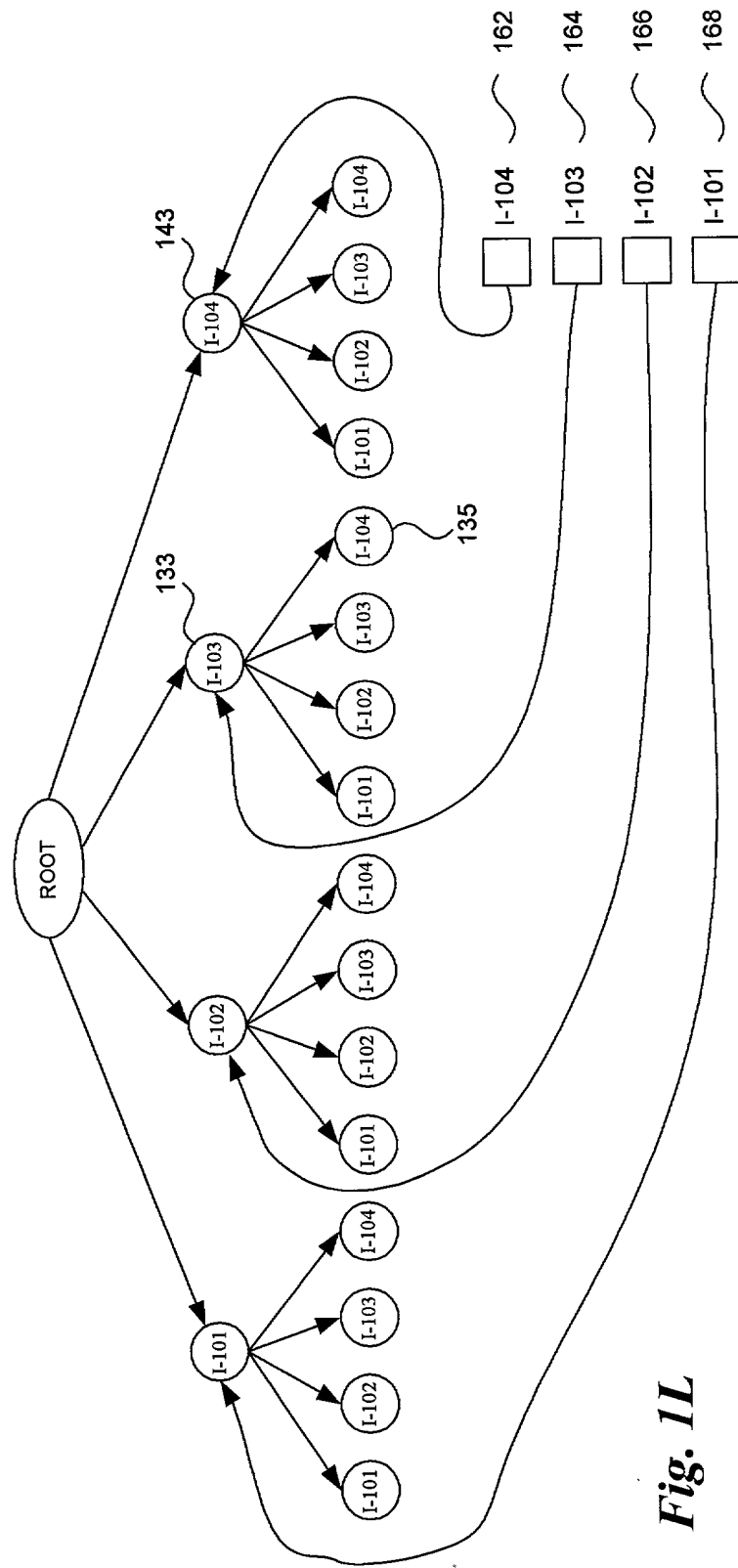


Fig. 11L

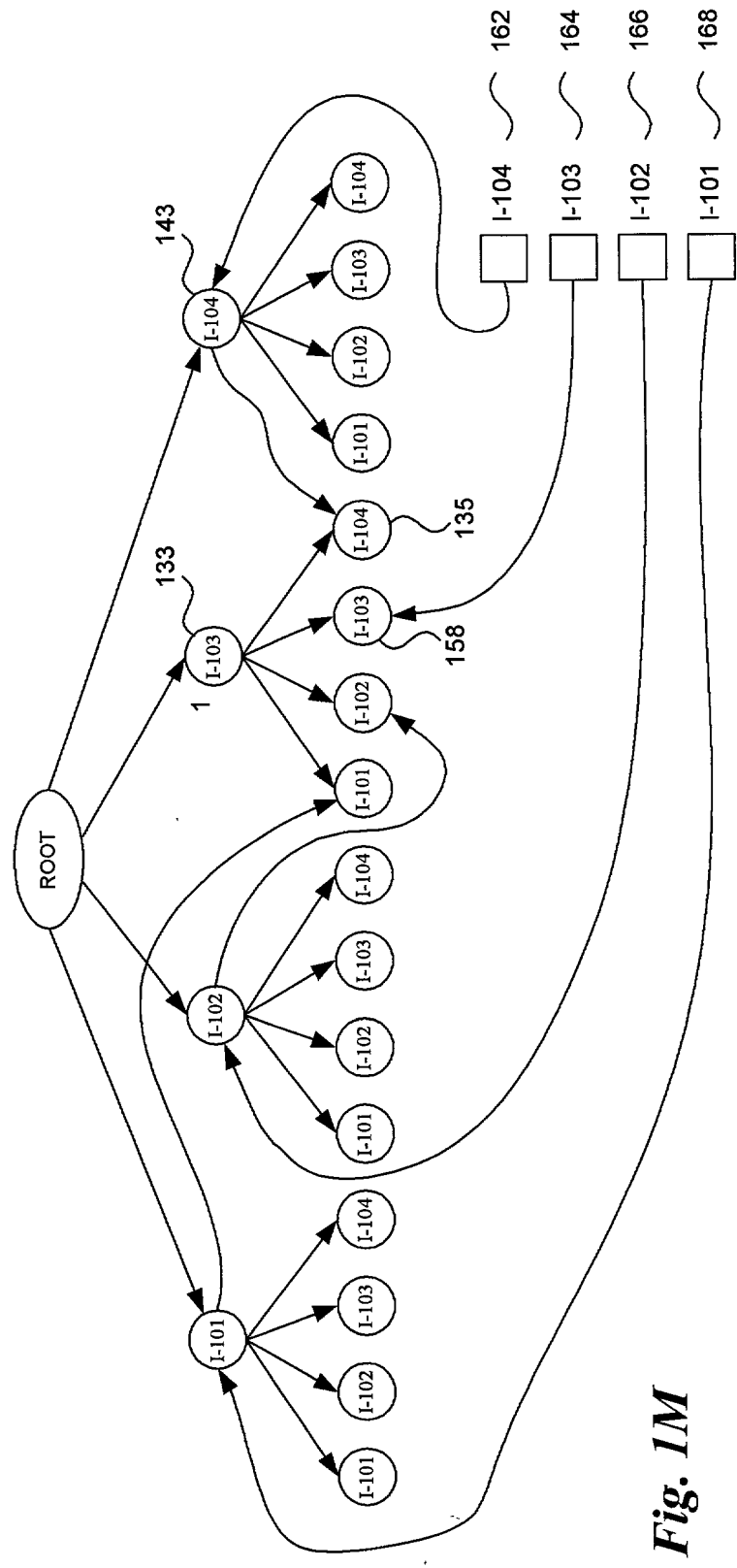


Fig. 1M

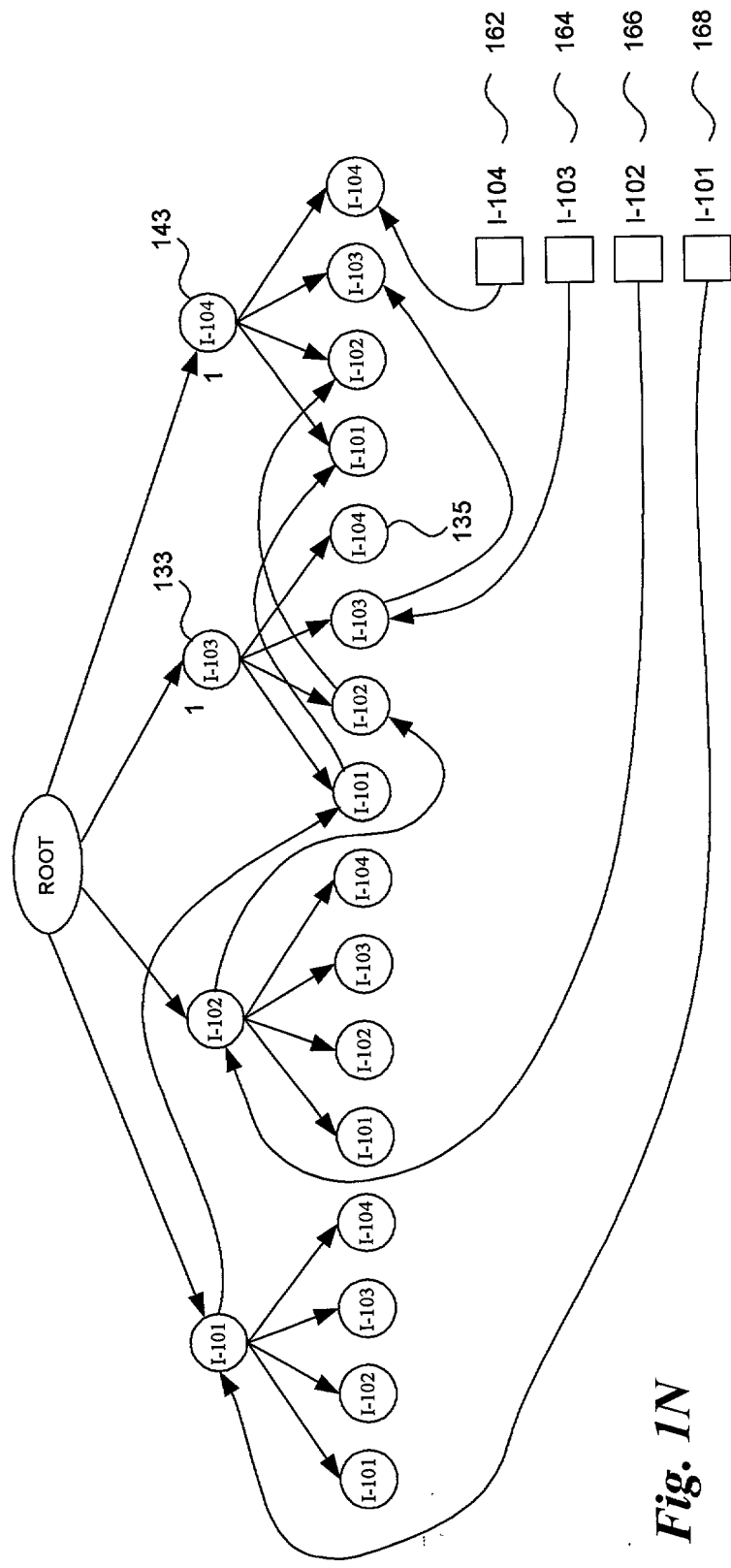


Fig. 1N

Example Frequency Sequence Tree Node Data Structures

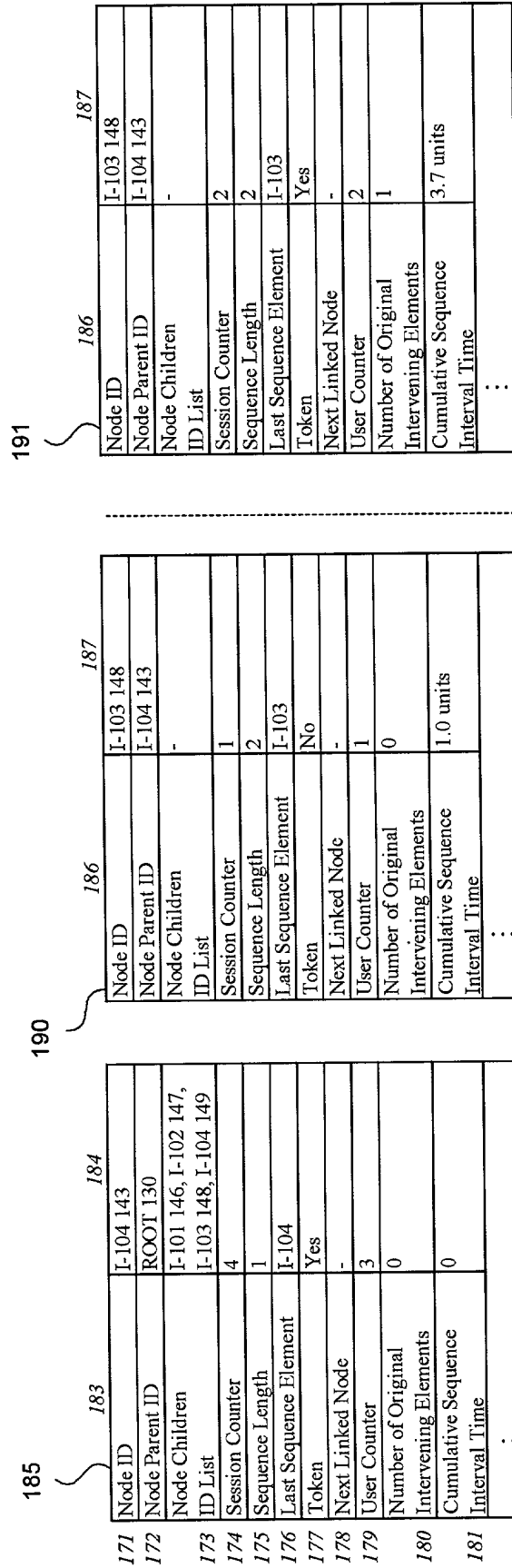


Fig. 10

Example Frequent 2-Length Sequence Matrix

	second element			193
	I-101	I-102	I-103	I-104
I-101	0	4	2	2
I-102	0	3	3	2
I-103	0	1	0	3
I-104	0	1	2	0

192

first element

Fig. 1P

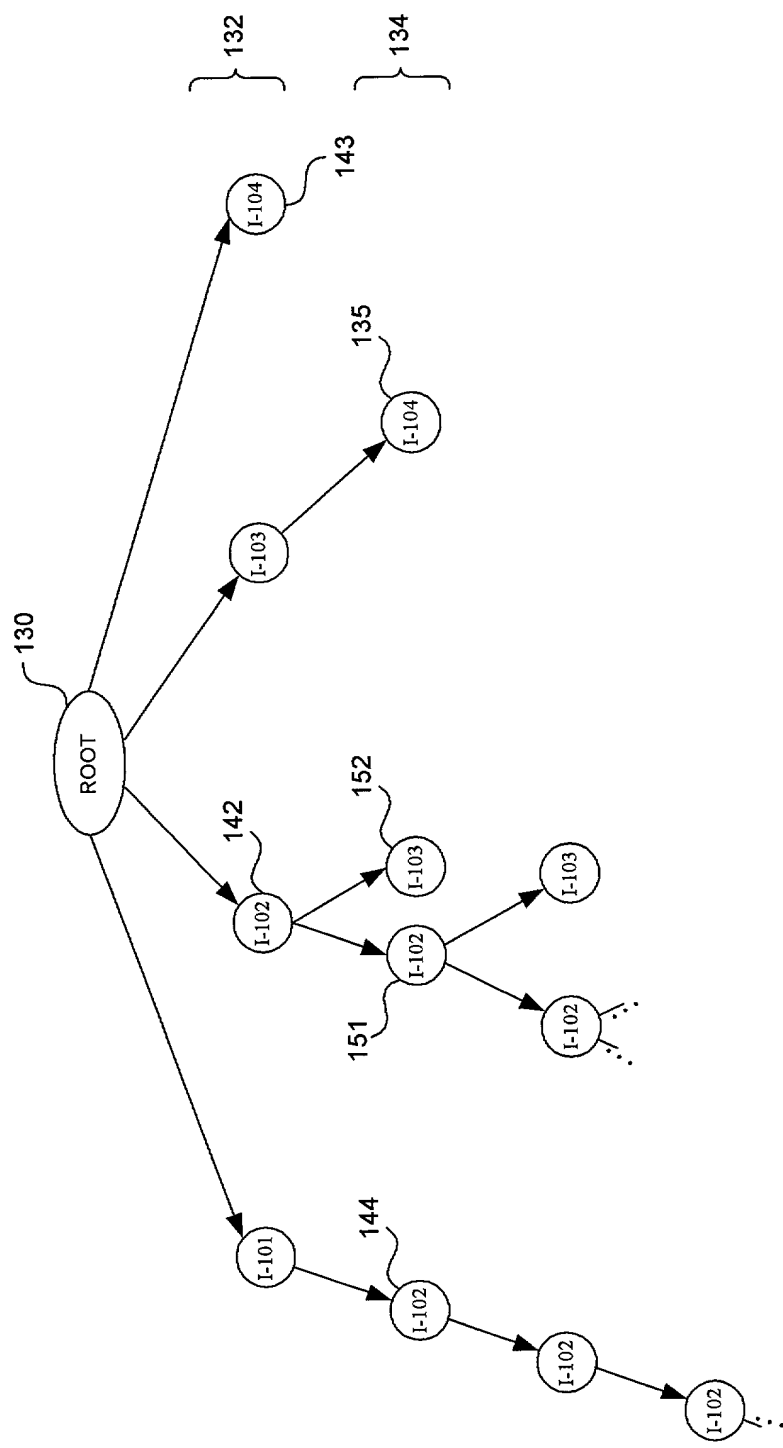


Fig. 1Q

Example User/Website Interaction Data (sorted by time)

Fig. 1S

User	Browsing Session	Interaction Event Identifier	Interaction Time	Interaction Event Category	Interaction Event Price
1	1	I-103	x+01.0	Book	High
5	2	I-101	x+02.0	CD	Low
1	1	I-104	x+02.4	Clothes	Medium
5	2	I-102	x+03.0	CD	Medium
5	2	I-103	x+04.6	Book	High
1	3	I-101	x+05.0	CD	Low
2	4	I-101	x+05.9	CD	Low
5	2	I-104	x+06.2	Clothes	Medium
1	3	I-102	x+06.5	CD	Medium
3	5	I-103	x+07.0	Book	High
2	4	I-102	x+07.1	CD	Medium
1	3	I-102	x+08.0	CD	Medium
3	5	I-104	x+08.2	Clothes	Medium
4	6	I-101	x+08.5	CD	Low
4	6	I-104	x+09.8	Clothes	Medium
2	4	I-102	x+10.0	CD	Medium
4	6	I-102	x+10.9	CD	Medium
3	7	I-102	x+11.2	CD	Medium
4	6	I-103	x+12.5	Book	High
3	7	I-104	x+13.0	Clothes	Medium
4	6	I-102	x+13.7	CD	Medium
3	7	I-103	x+14.0	Book	High
4	6	I-105	x+14.9	TV	Very High
5	2	I-106	x+15.5	Book	High
5	2	I-107	x+16.5	Clothes	Medium
⋮					
5	2	I-149	x+18.6	Clothes	Medium
5	2	I-150	x+19.9	Clothes	Medium
⋮					

194

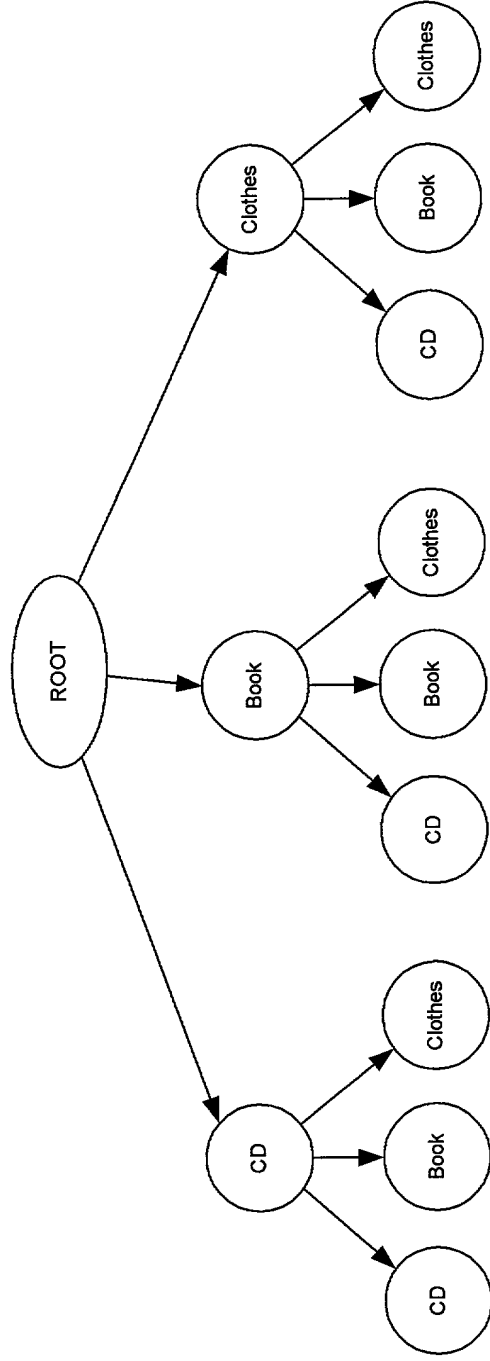


Fig. 1T

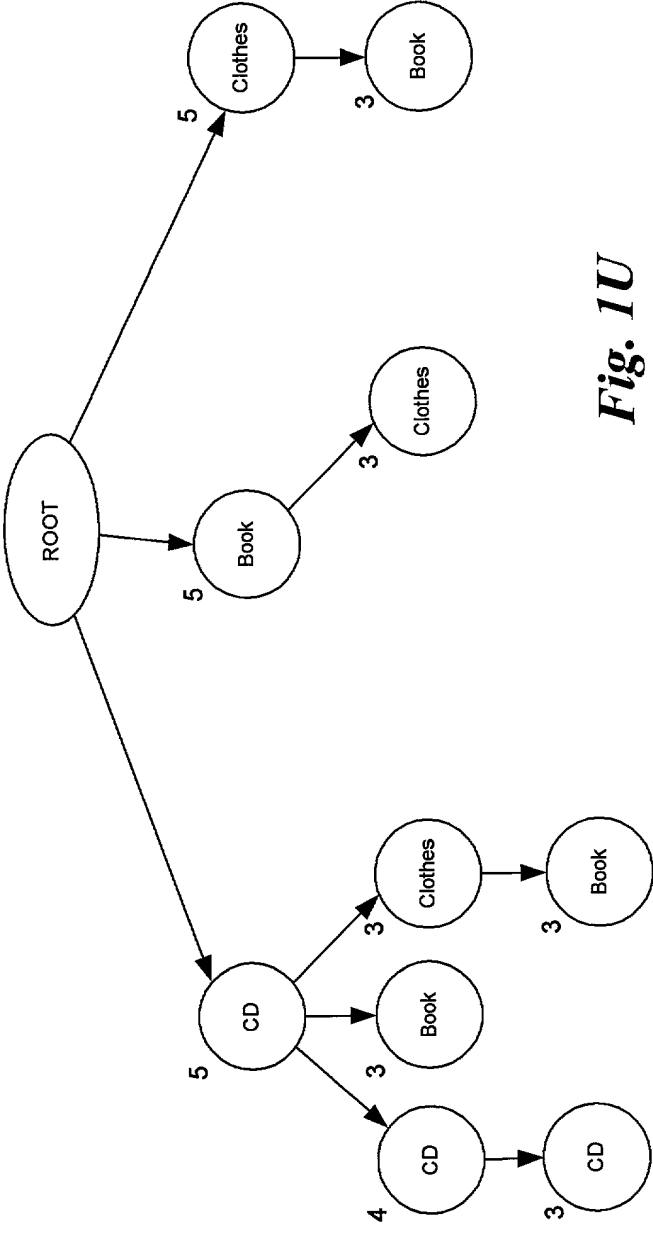


Fig. 1U

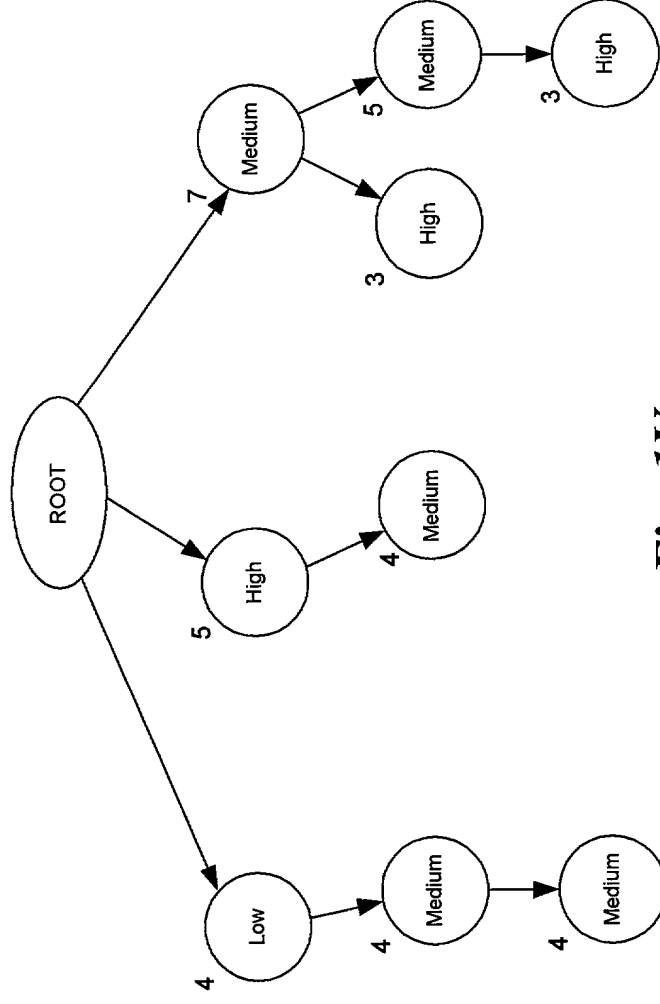


Fig. 1V

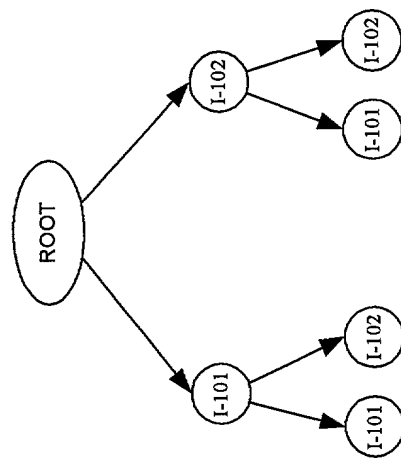


Fig. 1W

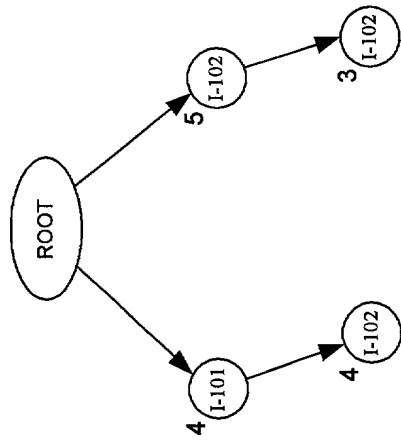


Fig. 1X

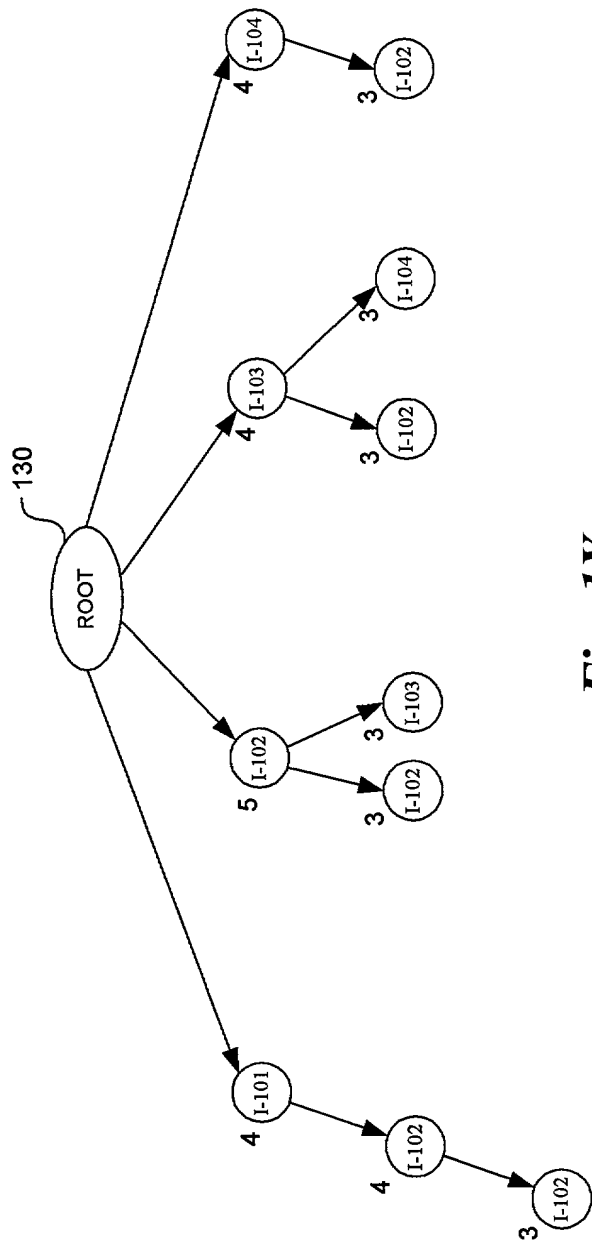


Fig. 1Y

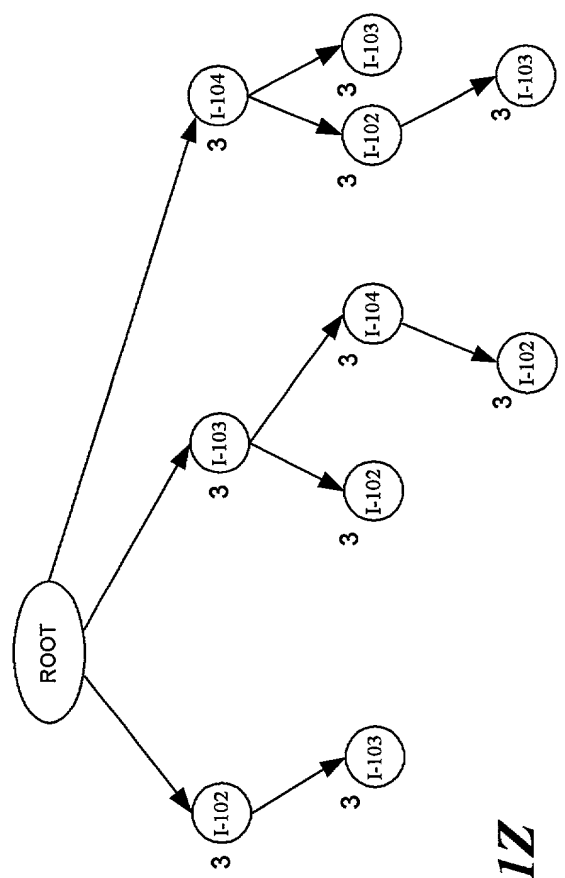


Fig. 12

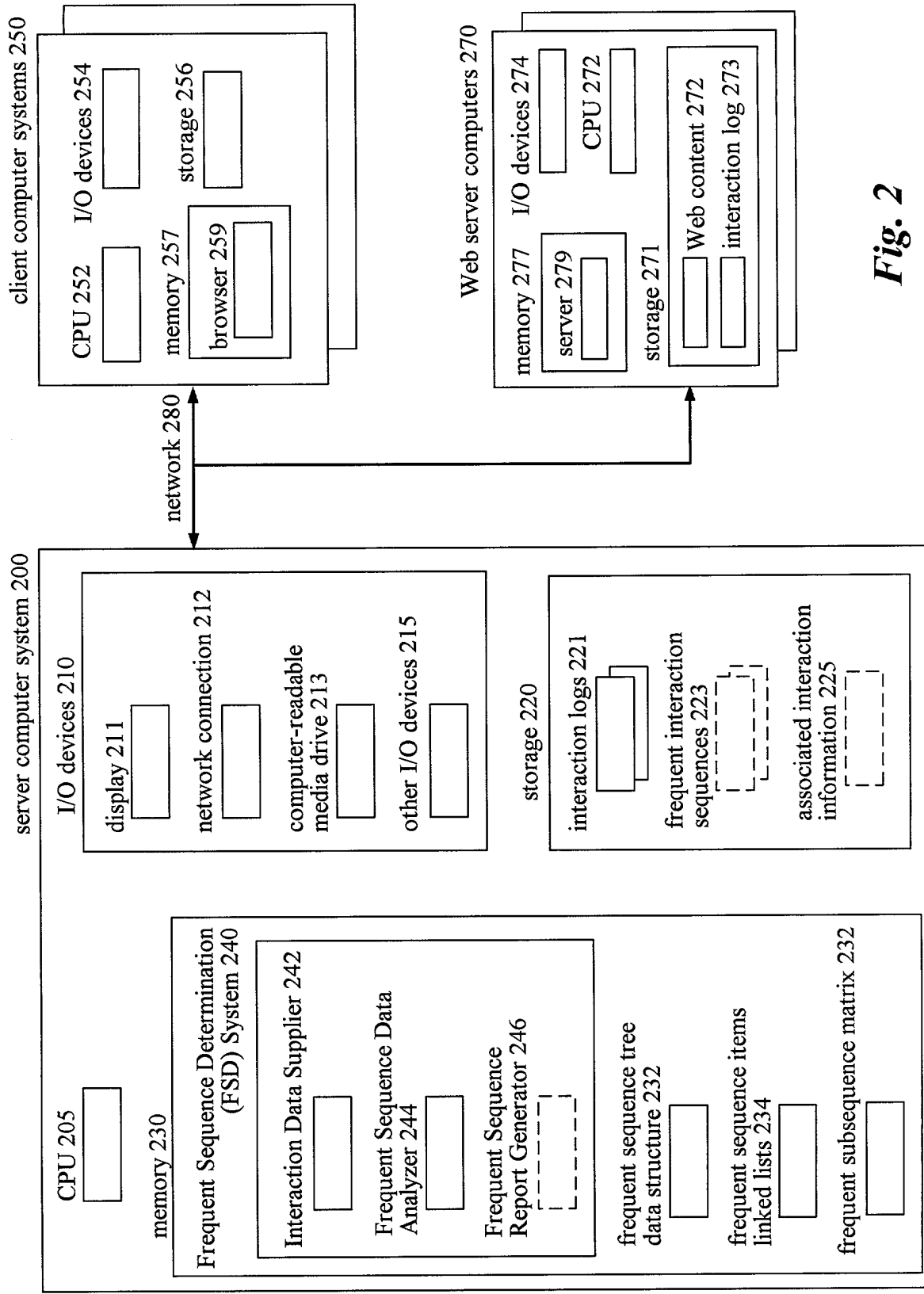


Fig. 2

Fig. 3

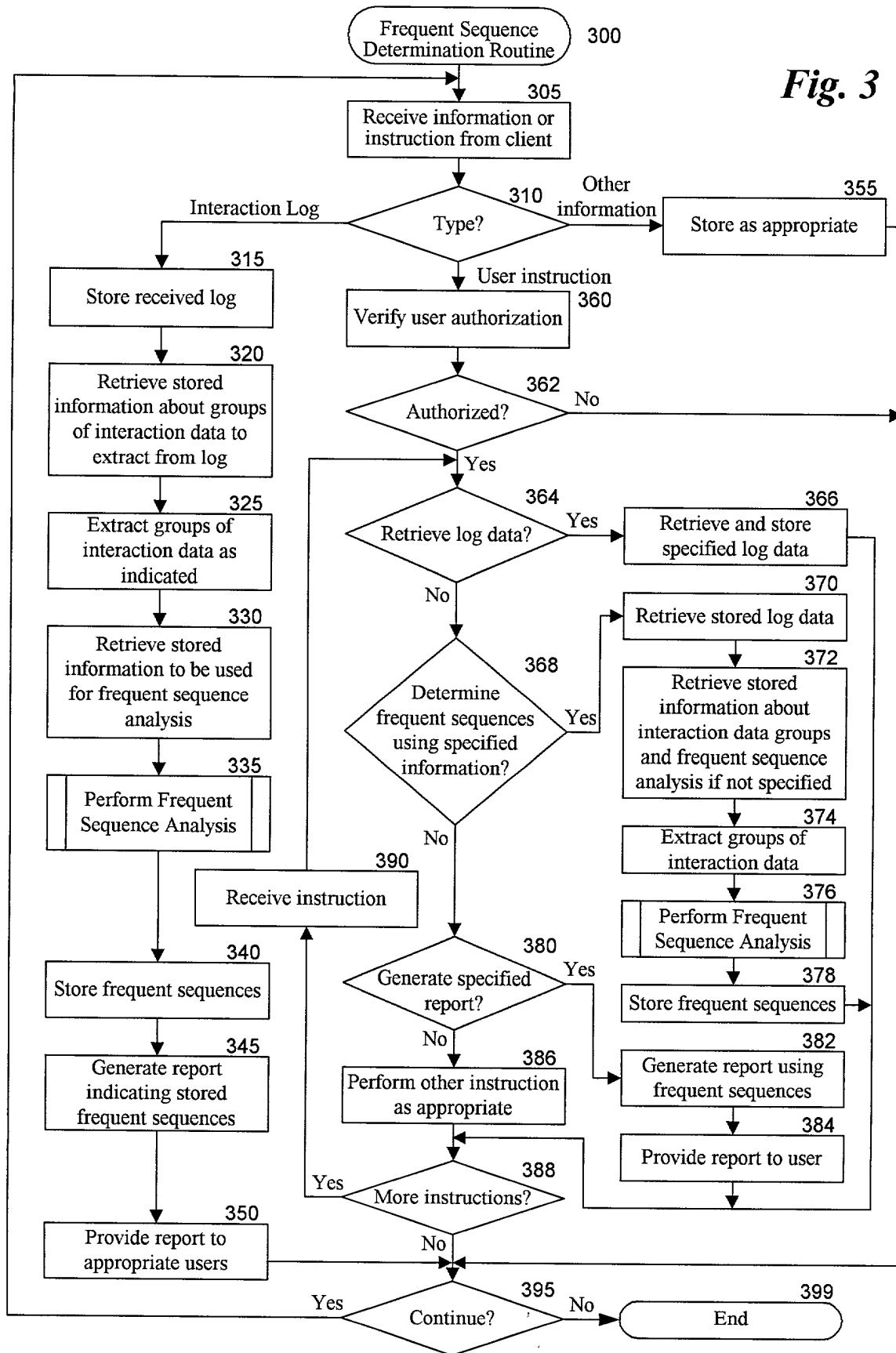


Fig. 4

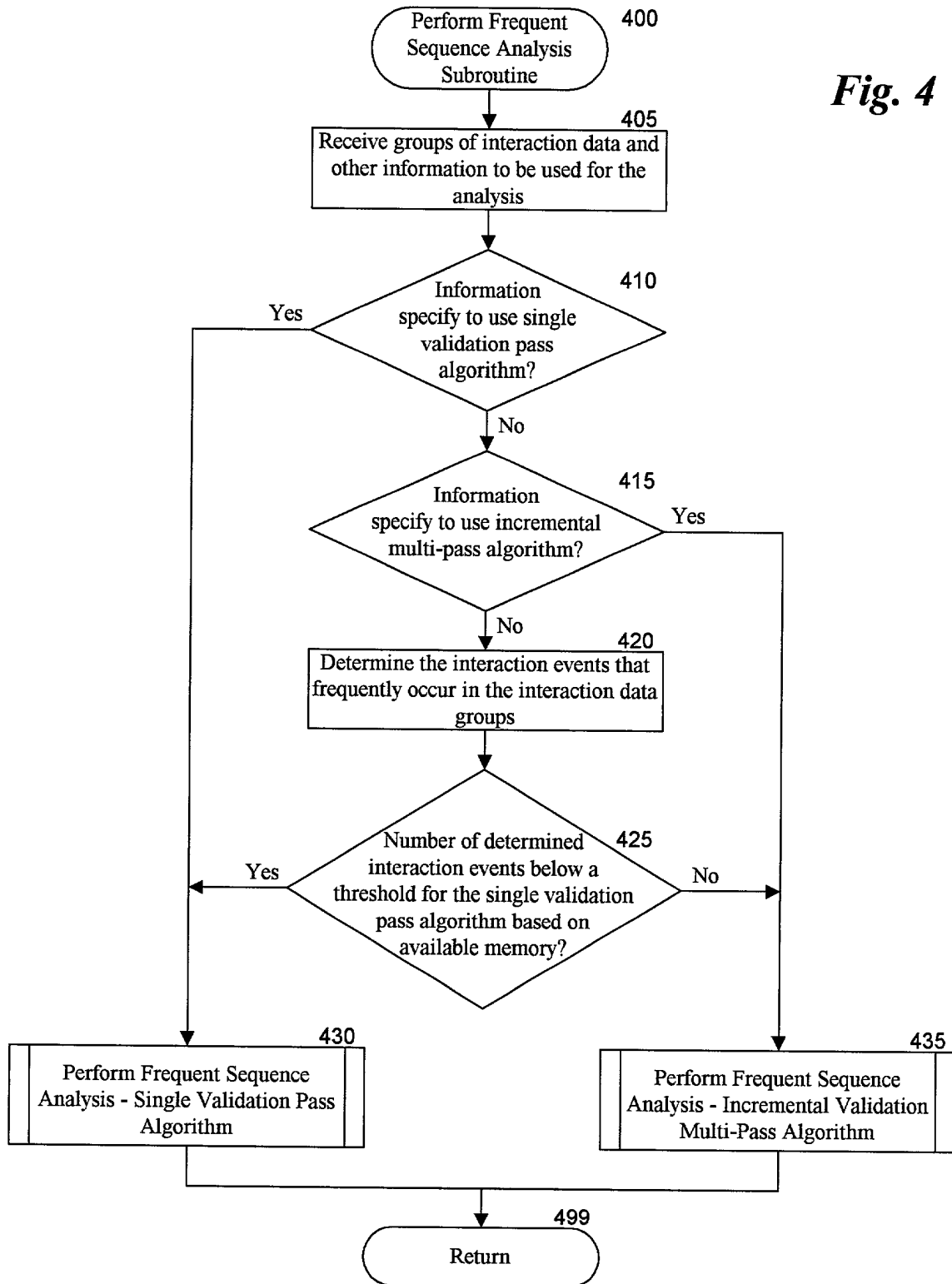


Fig. 5A

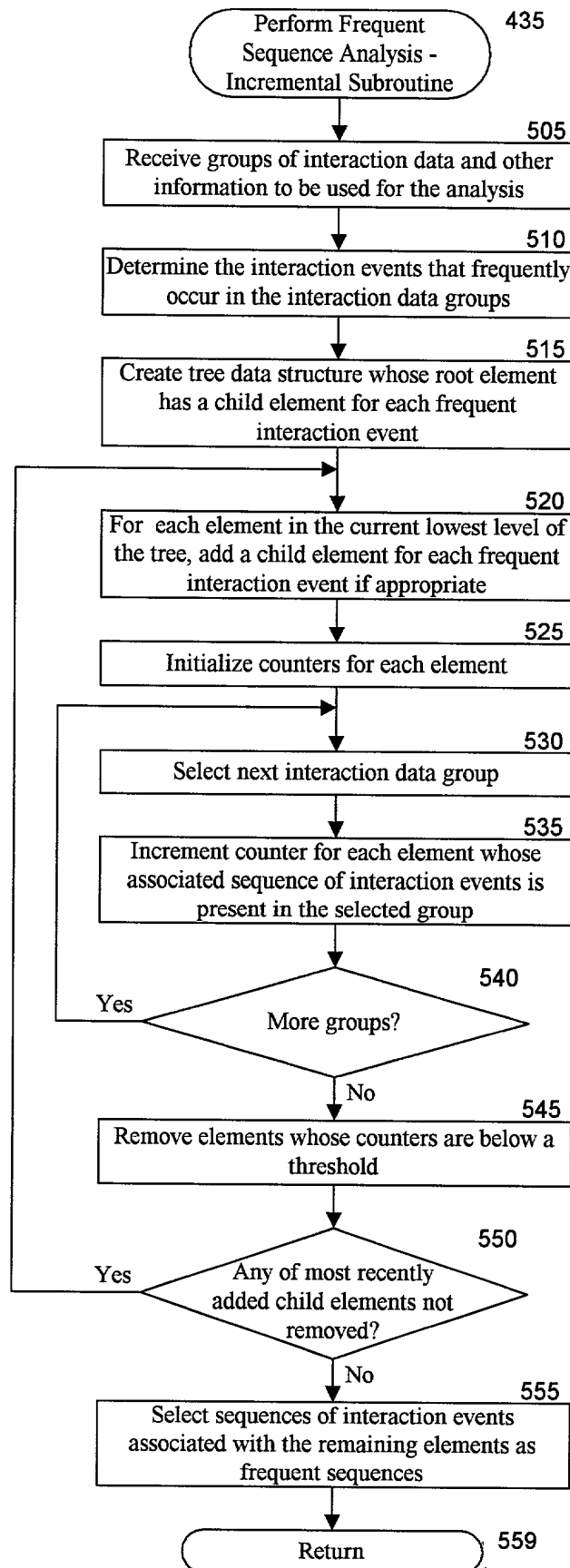
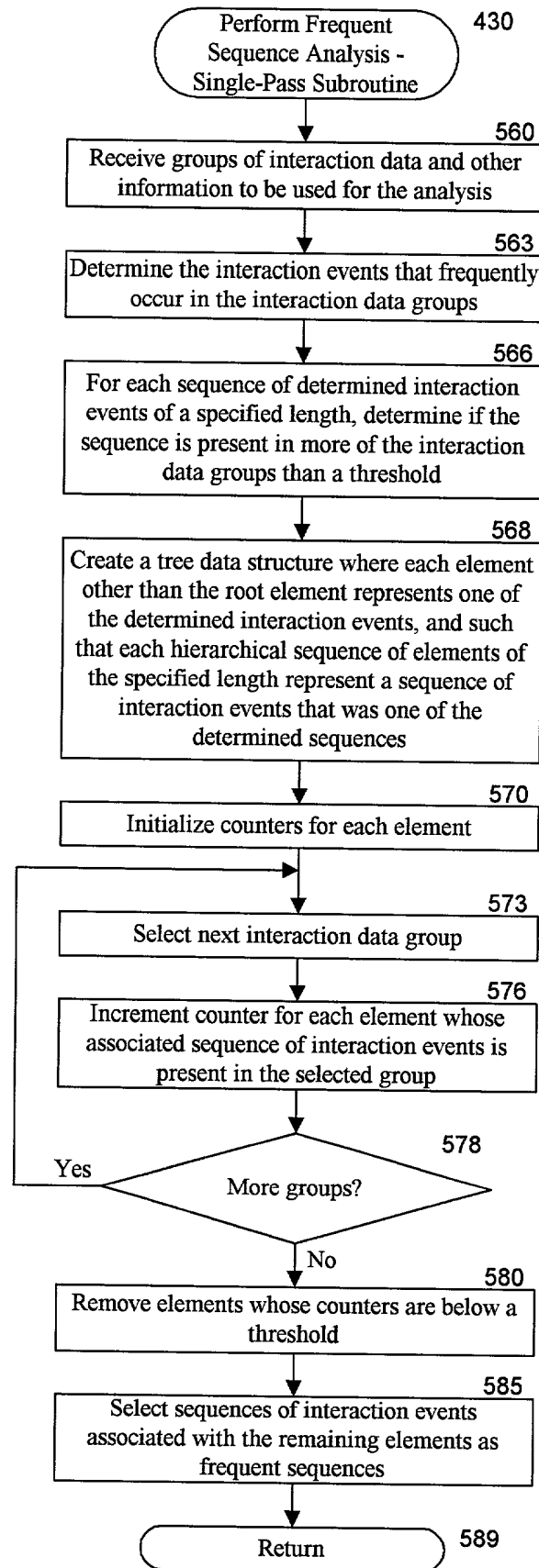


Fig. 5B



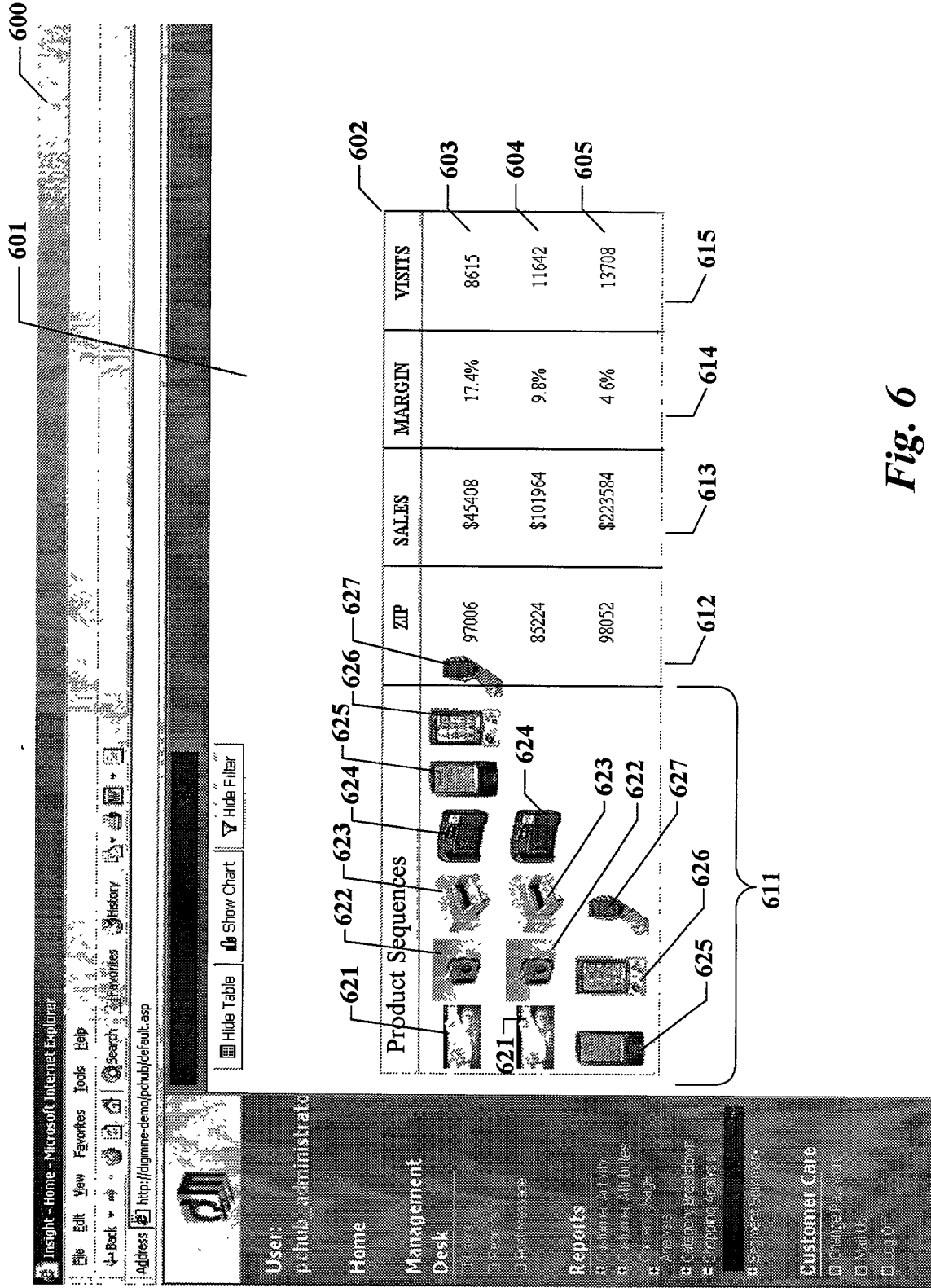


Fig. 6